

# HIGH TECH ENGINEERING BUSINESS – (DIGITAL) MARKETING & SALES

REF. NO.1003

## About us

The high tech start-up company operates in a niche, but high value global market. Our young and dynamic company pioneers sensor technology based on luminescence materials for hot environments. The luminescence sensing technology enables the optimised operation of machinery while reducing risk of failure. As a consequence this unique technology will enable the reduction of CO2 emissions in power plants, jet engines and automotive applications and increase fuel efficiency. The company won the *British Engineering Excellence Award (BEEA)* in Materials and won a prestigious award from the Royal Society of Chemistry in the category *Enabling Technologies* in 2017.

The focus of this internship will be to develop and significantly increase the internet presence of the company in English and in German language. This will require a review and adjustment of the current marketing concept and also the handling of new customer contacts.

The company develops a portable thermal history technology system which has significant advantages over existing temperature indicating technologies on the market. The company always seeks to provide outstanding internship candidates a chance to work in a commercial environment and in a multi-disciplinary and multi-cultural team of highly talented young scientists and engineers educated to PhD level.

**Unique internship opportunity:** the company recently has signed mid-term and long-term agreements with blue chip companies. There is a potential opportunity for a talented and enthusiastic graduate to be taken over after the internship period.

## Number of employees

6 plus 5 directors

## Tasks

### Market research & sales

Review of the current marketing concept.

This includes identifying :

- Market size
- Competition
- Applications
- Target customers

The company will need to boost its internet profile using social media and other classical methods in a short time period. The candidate is expected to learn and utilise modern marketing analysis tools such as Google analytics to target customers and drive sales opportunities. Other

activities include the preparation and design of marketing documentation in cooperation with the technical team and the Managing Director. This will include short reports and press releases and potentially articles in professional journals.

The process will require the targeting of customers in the relevant engineering sectors and identifying the right people in the organisations. Primary target are German companies in the automotive and power generation sector, as well as materials processing. However, good English skills are required to tackle international customers, too. 'Cold calling' in English and German will be required, but support will be provided in form of training.

**Bachelor/Master project:** The company has a history of supporting academic projects for higher education degrees. This project might assist in achieving a bachelor/masters degree by forming part of a final year thesis.

**Note:** a non-disclosure agreement (NDA – 'Geheimhaltungserklärung') will need to be signed and a bachelor thesis might not include specific information about the company without prior written consent.

### Skills needed

- Prepared to work with Goggle analytics, internet marketing , social media (eg LinkedIn, XING, Twitter etc)
- Excellent telephone skills and manners; not being afraid of getting in touch with people on the phone
- Charming personality with a focus on the essentials
- Creativity and a 'bag of enthusiasm'
- An understanding of engineering processes
- Good communication and writing skills in German and in English
- good university grades or equivalent

### Skills to be acquired

- Experience in working in a high-tech engineering and science company
- General business skills eg processes, meetings.
- Working on and implementing a marketing strategy for the thermal history technology
- Working in a highly diverse cultural background
- Interfacing between technical staff and directors
- Training: 'cold calling'

...and also you will be part of the team.

### Duration of the internship

Minimum time of internship, 2 - 4months.

Opportunity: Depending on performance this internship might transfer into a job opportunity at the end of the internship period subject to terms and conditions.

**Office languages**

English (also spoken Spanish and German)

**Location**

London

**Financial support**

Subject to qualification starting from £50 per week onwards.

**Contact**

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